

9/2/96

51860 9726

2 pgs.

96 accrual

1996 retail accrual

Remaining Weeks

17

	1996 accrual	full yr proj. ptnrs promo	Dir Mktg Planned	\$accrued for Southland	8/31/96 Spending	\$ remaining	stmt % spent
Boston	\$ 3,330,761	\$ 1,384,800			\$ 836,889	\$ 1,109,102	43%
New York	\$ 2,306,782	\$ 1,021,700			\$ 510,285	\$ 774,793	40%
Philadelphia	\$ 2,531,512	\$ 780,700		\$ 167,362	\$ 651,906	\$ 591,544	36%
Buffalo	\$ 3,429,579	\$ 369,850			\$ 1,243,363	\$ 1,316,366	49%
Pittsburgh	\$ 8,114,381	\$ 1,613,850	\$ 179,663		\$ 2,053,574	\$ 4,262,294	32%
Cincinnati	\$ 8,839,759	\$ 2,322,530	\$ 299,709		\$ 2,941,853	\$ 3,275,697	45%
NESA	\$ 28,612,804	\$ 7,993,400	\$ 479,372	\$ 167,362	\$ 8,242,874	\$ 11,729,796	40%
Winston Salem	\$ 11,124,968	\$ 2,338,425	\$		\$ 4,074,301	\$ 4,712,242	46%
Atlanta	\$ 5,369,133	\$ 1,657,350	\$ 133,411		\$ 863,121	\$ 2,715,251	23%
So Florida	\$ 5,486,698	\$ 2,085,900	\$ 49,000		\$ 1,812,487	\$ 1,739,311	47%
Dallas	\$ 5,058,857	\$ 1,570,550	\$ 51,738		\$ 1,661,414	\$ 1,775,155	48%
Richmond	\$ 5,523,481	\$ 1,311,625		\$ 453,400	\$ 1,598,628	\$ 2,159,838	38%
SSA	\$ 32,563,147	\$ 8,963,850	\$ 234,149	\$ 453,400	\$ 9,809,951	\$ 13,101,797	42%
No Calif	\$ 2,162,544	\$ 727,875	\$ -		\$ 416,571	\$ 1,018,096	29%
So Calif	\$ 5,765,437	\$ 1,757,775	\$ 12,052	\$ 272,370	\$ 1,398,164	\$ 2,325,066	35%
Seattle	\$ 8,920,564	\$ 1,075,125	\$ -	\$ 27,679	\$ 979,109	\$ 4,838,651	17%
Houston	\$ 6,065,473	\$ 2,733,403			\$ 1,459,298	\$ 1,872,775	44%
WSA	\$ 20,914,018	\$ 6,294,175	\$ 12,062	\$ 300,049	\$ 4,253,142	\$ 10,054,590	29%
Chicago	\$ 4,142,654	\$ 1,101,525	\$ 97,903		\$ 1,256,163	\$ 1,685,063	41%
Minn	\$ 4,148,235	\$ 1,229,725	\$ 28,371		\$ 1,046,019	\$ 1,844,120	36%
Denver	\$ 6,351,537	\$ 1,147,550	\$ 37,194	\$ 200,230	\$ 2,912,156	\$ 2,054,407	58%
Detroit	\$ 5,314,873	\$ 1,363,175	\$ 64,755	\$ 108,729	\$ 1,241,489	\$ 3,536,725	25%
St Louis	\$ 3,322,153	\$ 1,740,250			\$ 1,684,774	\$ 4,697,129	29%
MWSA	\$ 29,279,452	\$ 6,582,225	\$ 228,223	\$ 308,959	\$ 8,342,601	\$ 13,817,444	37%
Other					\$		
Total US	\$ 111,369,421	\$ 29,833,650	\$ 953,806	\$ 1,229,770	\$ 30,648,568	\$ 48,703,627	38%
					per week	\$ 2,864,919	

Military

0

* Ptnr promotions represents full year estimate of sku charges based on plan type

** DM planned represents estimated costs (production & redemption) for planned programs thru July/Aug - actual are posted to statements when known

*** \$ accrued for southland represents \$ field will not spend - dollars earned are being used to fund national price promotion

RSM's
We are
Running out
of Time.
Please Explain
Dues

FATS
P+C 44%
INWALCO OF UNLSC
QUALITY IS
SCHAD

08/04/98

16:45

0910 741 4806

RJR-SALES EXEC. + + + 1800 BUFFALO

002/002

51860 9727

Retail Accru | By Week

Region	wk ending 6/28/96	wk ending 7/8/96	wk ending 7/13/96	wk ending 7/20/96	wk ending 7/27/96	wk ending 8/3/96	wk ending 8/10/96	wk ending 8/17/96	wk ending 8/24/96	wk ending 8/31/96	wk ending 9/7/96	wk ending 9/14/96	avg last 4
Boston	\$ 26,460	\$ 4,167	\$ 19,478	\$ 121,655	\$ 23,140	\$ 15,257	\$ 26,877	\$ 71,382	\$ 66,185	\$ 30,882			
New York	\$ 32,282	\$ 16,874	\$ 47,582	\$ 29,500	\$ 33,300	\$ 24,807	\$ 23,411	\$ 57,485	\$ 20,345	\$ 26,094			
Philadelphia	\$ 21,547	\$ 6,858	\$ 68,682	\$ 43,302	\$ 26,947	\$ 27,820	\$ 20,967	\$ 27,260	\$ 45,955	\$ 35,313			
Buffalo	\$ 84,330	\$ 12,357	\$ 72,445	\$ 102,445	\$ 47,628	\$ 43,403	\$ 28,842	\$ 125,294	\$ 50,047	\$ 68,086			
Pittsburgh	\$ 32,422	\$ 28,407	\$ 120,028	\$ 120,451	\$ 159,810	\$ 275,876	\$ 404,045	\$ 64,030	\$ 84,847	\$ 140,244			
Hartford	\$ 82,165	\$ 45,069	\$ 153,813	\$ 191,459	\$ 106,274	\$ 136,189	\$ 199,585	\$ 140,538	\$ 159,403	\$ 91,009			
NESEA	\$ 278,186	\$ 123,732	\$ 482,034	\$ 608,442	\$ 399,100	\$ 523,398	\$ 703,301	\$ 486,309	\$ 425,782	\$ 397,608	\$ 303,427		
Wisconsin State	\$ 197,486	\$ 84,211	\$ 100,241	\$ 287,335	\$ 240,082	\$ 227,755	\$ 94,438	\$ 95,915	\$ 85,825	\$ 1,412,763 (*)			
Atlanta	\$ 9,760	\$ 5,582	\$ 30,135	\$ 88,613	\$ 142,313	\$ 87,478	\$ 52,616	\$ 75,815	\$ 47,801	\$ 38,418			
South Florida	\$ 46,853	\$ 23,703	\$ 65,562	\$ 63,452	\$ 92,323	\$ 78,605	\$ 72,658	\$ 73,100	\$ 53,190	\$ 72,860			
Memphis	\$ 85,760	\$ 71,725	\$ 92,875	\$ 63,919	\$ 141,927	\$ 50,991	\$ 118,335	\$ 101,274	\$ 107,274	\$ 57,632			
Washington	\$ 120,246	\$ 34,502	\$ 94,957	\$ 126,470	\$ 178,633	\$ 114,503	\$ 87,184	\$ 129,978	\$ 94,682	\$ 129,773			
SSA	\$ 470,905	\$ 196,704	\$ 383,730	\$ 609,189	\$ 800,278	\$ 539,232	\$ 424,842	\$ 427,998	\$ 408,142	\$ 1,710,069	\$ 745,020		
No. California	\$ 5,403	\$ 3,088	\$ 11,511	\$ 16,106	\$ 21,497	\$ 15,909	\$ 8,289	\$ 134,019	\$ 15,204	\$ 11,306			
So. Calif	\$ 70,267	\$ 12,571	\$ 44,017	\$ 50,191	\$ 13,447	\$ 20,986	\$ 69,412	\$ 65,811	\$ 14,813	\$ 42,225			
Seattle	\$ 169,623	\$ 36,989	\$ 35,722	\$ 83,940	\$ 45,435	\$ 37,061	\$ 67,783	\$ 114,672	\$ 81,285	\$ 19,487			
Houston	\$ 133,552	\$ 16,566	\$ 39,457	\$ 74,886	\$ 36,245	\$ 31,510	\$ 20,646	\$ 16,585	\$ 13,804	\$ 30,177			
WESA	\$ 379,245	\$ 62,214	\$ 465,687	\$ 225,193	\$ 116,624	\$ 125,366	\$ 166,138	\$ 330,887	\$ 234,086	\$ 111,205	\$ 210,577		
Chicago	\$ 47,235	\$ 21,469	\$ 35,327	\$ 200,149	\$ 47,806	\$ 101,951	\$ 67,841	\$ 98,727	\$ 43,713	\$ 75,153			
Minneapolis	\$ 142,131	\$ 24,624	\$ 42,503	\$ 157,453	\$ 35,830	\$ 40,708	\$ 56,665	\$ 36,547	\$ 34,260	\$ 37,775			
Oklahoma City	\$ 141,601	\$ 66,155	\$ 134,647	\$ 115,565	\$ 541,273	\$ 143,620	\$ 70,281	\$ 141,304	\$ 116,378	\$ 151,853			
Denver	\$ 64,528	\$ 34,551	\$ 53,970	\$ 57,722	\$ 88,281	\$ 49,689	\$ 129,707	\$ 70,830	\$ 184,201	\$ 27,188			
Cincinnati	\$ 343,480	\$ 30,585	\$ 120,449	\$ 106,558	\$ 46,486	\$ 80,655	\$ 62,546	\$ 105,040	\$ 85,517	\$ 47,678			
St Louis	\$ 736,886	\$ 173,565	\$ 448,880	\$ 637,467	\$ 759,476	\$ 415,603	\$ 487,110	\$ 452,438	\$ 484,089	\$ 438,645	\$ 458,318		
MWESA													
Total US	\$ 1,868,302	\$ 563,215	\$ 1,798,398	\$ 2,380,291	\$ 2,075,478	\$ 1,800,599	\$ 1,781,389	\$ 1,697,332	\$ 1,593,078	\$ 2,961,557	\$ 1,514,338		

(*) Food Lion Nascar promotion May - June was paid last week

KAP: 9/2/96

comk

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